



Ben Esterling

Content Creator

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Profile

My name is Ben, and I am a content creator specializing in car culture and the automotive industry. I am from North Carolina where I grew up combining my interests of visual storytelling and cars from a young age, making videos from the time I could pick up a camera. Since graduating from Appalachian State University in 2023, I have evolved my lifelong hobby into a professional career focused on automotive content and social media. I am currently responsible for producing engaging, high quality social media content for a major automotive group in Utah. With over seven years of experience in the Adobe Suite, a deep understanding of the production process, and an intensive knowledge of the auto industry, I am always pushing myself to find new ways to tell stories.



Skills

- DSLR & Mirrorless cameras
- Video & Photo editing
- Lighting
- Sound Design
- Social media analysis
- Problem solving
- Photoshop
- Premiere Pro
- After Effects
- Illustrator
- Lightroom
- Meta Business Suite
- Microsoft 365



Education



Appalachian State University

(Boone, NC)

Electronic Media & Broadcasting (BS)



Student Organizations

Appalachian Automotive Club

(President)

The Appalachian Automotive Club is the official car club of Appalachian State University in Boone, NC. The organization was created during my freshman year of college, when I became actively involved in helping it grow. After being elected president of the club in 2022, I took charge of operations during my senior year of college. My responsibilities at the organization included advertising, social media management, event hosting, and more.



Work Experience

Gamekeeper Restaurant - Valet

(2021-2024)

I worked with the team parking cars nightly during college, learning skills in customer service and hospitality.

Enterprise Mobility - Management Trainee

(Summer/Fall 2024)

I learned about fleet management and sales while attending the renowned management training program at Enterprise.

Young Subaru - Content Creator

(2024-present)

I currently create and manage social media content for Young Subaru. I am responsible for writing, shooting, and editing daily social media content for Subaru, and occasionally other brands in our automotive group. During my first year managing our socials, I grew our Instagram followers from 500 to 17,000 and brought our TikTok from a new account to 34,000 followers. By combining viral skits with educational car content and branded promotions, I have accumulated over 100 million organic views in the automotive niche. In addition to social media, I am also tasked with maintaining updated vehicle photos for our entire new and used inventory at Young Subaru.

To view my recent work, visit my portfolio site: www.benesterling.com